

Coursera Capstone

The Battle of Neighborhood's

Introduction – Business Problem

Problem Background

Toronto is a world-class well-developed city with lots of business opportunities and business friendly environment. It has no issues in attracting entrepreneurs to open a business.

However, that also means that the market is highly competitive and and is well-developed, the cost of doing business is also one of the highest in Canada. New business ventures or expansions in the Toronto area needs to be reviewed carefully and strategically targeted so that the return on investment will be sustainable and more importantly the investment can be less risker.

Problem Description

This is clearly a problem that an online grocery retailer (ACME Grocery Inc.) needs to review and resolve as part of their new business venture in the Toronto area. As a startup though well-funded, they need to choose their first starting location carefully for the points highlighted in the previous chart and more importantly, if this is successful, they will be able to replicate the same success fairly quickly. Fast moving is an advantage for this business and thereby the choice of location is important to them.

Target Audience

To solve this problem, I have been contracted by Acme Grocery Inc to locate and recommend to their management which neighborhood will be the best choice to start their first online grocery distribution center. Acme management expects to understand the rationale of the recommendations in the report.

Success Criteria

The success criteria for this project will be recommendation Toronto locations to the management based on 2 key factors; lack of grocery stores neighborhoods and higher number of residences.